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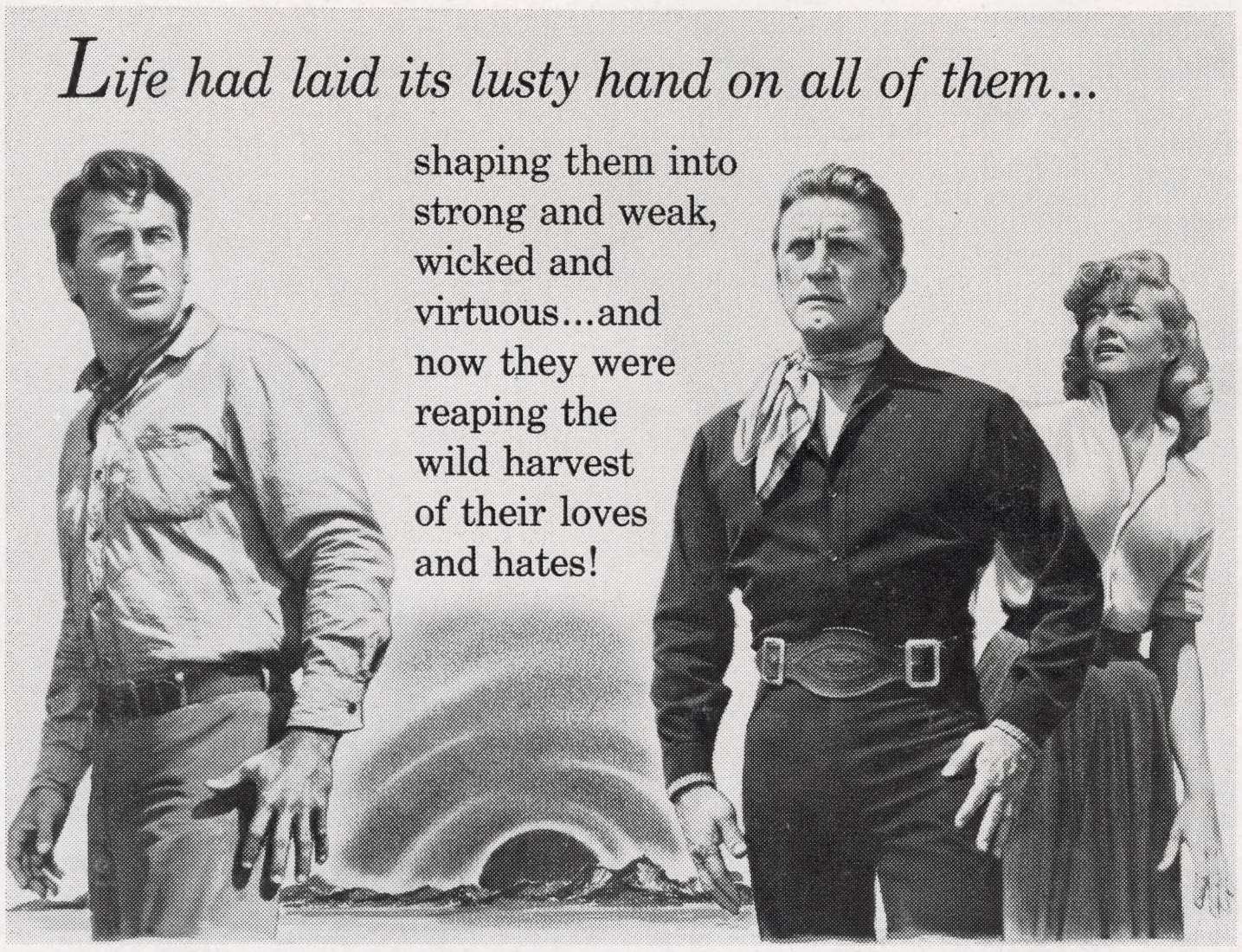
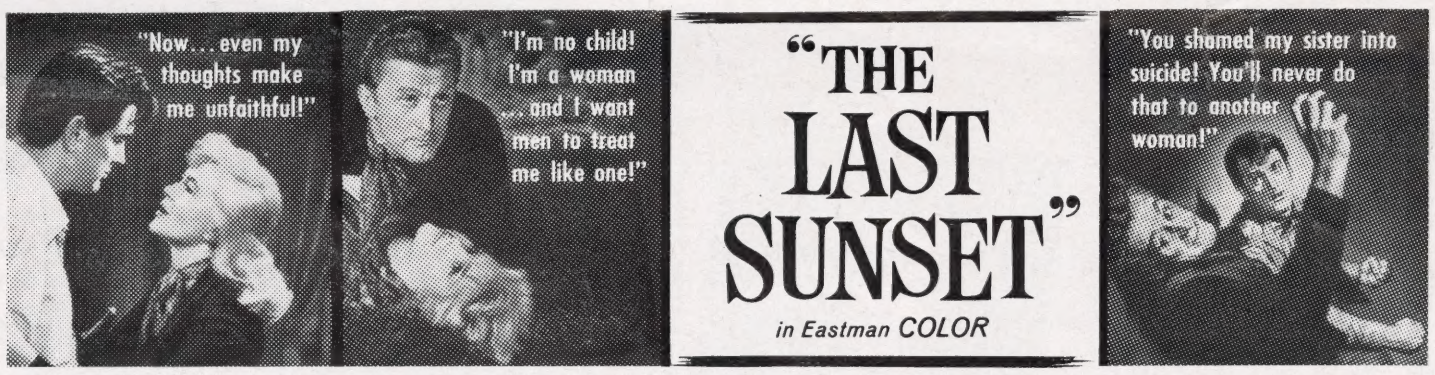


ROCK HUDSON · KIRK DOUGLAS



CO-STARRING

DOROTHY MALONE · JOSEPH COTTEN · CAROL LYNLEY

NEVILLE BRAND Screenplay by DALTON TRUMBO · Directed by ROBERT ALDRICH · Music by ERNEST GOLD · Produced by EUGENE FRENKE & EDWARD LEWIS

A Brynaprod, S.A. Production · A Universal-International Release

THEATRE

MAT No. 402

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billing

BRYNAPROD S. A.
Presents
ROCK HUDSON
KIRK DOUGLAS
in
"THE LAST SUNSET"
In Eastman Color
Co-starring
DOROTHY MALONE
JOSEPH COTTEN
CAROL LYNLEY
NEVILLE BRAND
with
REGIS TOOMEY
RAD FULTON
ADAM WILLIAMS
JACK ELAM
JOHN SHAY
Produced by
EUGENE FRENKE
and
EDWARD LEWIS
Directed by
ROBERT ALDRICH
Screenplay by
DALTON TRUMBO
From the Novel
"SUNDOWN AT CRAZY HORSE"
by HOWARD RIGSBY
Music by
ERNEST GOLD
A Universal-International Release

the cast

Dana Stribling....ROCK HUDSON
Brendan O'Malley
KIRK DOUGLAS
Belle Breckenridge
DOROTHY MALONE
John Breckenridge
JOSEPH COTTEN
Missy Breckenridge
CAROL LYNLEY
Frank Hobbs....NEVILLE BRAND
Milton Wing.....REGIS TOOMEY
Julesburg Kid.....RAD FULTON
Bowman.....ADAM WILLIAMS
Ed Hobbs.....JACK ELAM
Calverton.....JOHN SHAY
Jose.....MARGARITO DE LUNA
Rosario.....JOSE TORVAY
Chihuahua.....CHIHUAHUA

the staff

Director of photography, Ernest Laszlo, A.S.C.; unit production manager, Joseph Behm; art direction, Alexander Golitzen and Al Sweeney; set decorations, Oliver Emert; supervising film editor, Edward Mann, A.C.E.; sound, Waldon O. Watson and Donald Cunliffe; music composed by Ernest Gold and conducted by Joseph Gershenson; song, "Pretty Little Girl in the Yellow Dress," by Dimitri Tiomkin and Ned Washington; men's-ladies' costumes by Norma Koch; make-up, Bud Westmore; hair stylist, Larry Germain; assistant director, Thomas J. Connors, Jr.

the story

(Not for Publication)

Equally as foreboding as the dangers facing a cattle drive from Aguascalientes, Mexico, to the Texas border are the people banded together to conduct the difficult trek—rancher John Breckenridge (JOSEPH COTTEN), a drunk and a coward; his wife, Belle (DOROTHY MALONE), who no longer loves him; their daughter, Missy (CAROL LYNLEY), a teen-ager with adult ideas about love; O'Malley (KIRK DOUGLAS), a gunslinger hiding from a murder charge; and Stribling (ROCK HUDSON), a trail boss dedicated to luring O'Malley to the U. S. and a hangman's noose.

O'Malley is obviously after Belle, a former sweetheart of his. Stribling only wants O'Malley in Texas where the warrant is valid. Their showdown is definite the minute the cattle ford the Rio Grande. But in the struggle along the trail in the face of violent storms and threatening Indian raids, things change. After Breckenridge is killed in the saloon of a Mexican pueblo, Stribling's affection for Belle grows, while O'Malley finds it harder to avoid the amorous attentions of little Missy Emotions ignite a fight stopped by Belle at gunpoint. Later, the two adversaries unite to stop three bushwhackers, Frank Hobbs (NEVILLE BRAND), Ed Hobbs (JACK ELAM) and the Julesburg Kid (RAD FULTON) from abducting the two women for the price they'll bring at a whiteslave market. Finally, a fiesta the night before the herd is to be taken across the Rio Grande settles several issues prior to the showdown between Stribling and O'Malley in a sundown gunfight at Crazy Horse, Texas. Stribling's declared love for Belle is answered with a kiss. O'Malley appears to have succumbed to teen-ager Missy's ardent wooing.

Out of this meshing of emotion comes the showdown. The sun settles on the horizon of Crazy Horse and two men go out to meet head-on in a clash that concludes in a strange story twist to be revealed only to those who will see the motion picture.

"THE LAST SUNSET" (2-H)

Rock Hudson, Dorothy Malone, Kirk Douglas and Carol Lynley form a magnificent quartet of stars in "The Last Sunset," Brynaprod's powerful action drama of conflict and passion filmed in color for release by Universal. Also starred are Joseph Cotten and Neville Brand. ***(Still 1899-21AD)***

Globe-Circling Rock Hudson Continues To Star In Films Of Faraway Location Sites

(Advance)

Having already worn out two full sets of luggage with his globe-encircling chores as the number one boxoffice star of the screen, Rock Hudson is well on his way to exhausting a third set.

In his last six films the ace Universal-International star has made all but one on locations outside of Hollywood.

"It doesn't bother me," says Rock. "I'm one guy who loves to travel."

His latest jaunt took him to Mexico for eleven weeks to co-star with Kirk Douglas, Dorothy Malone, Joseph Cotten, Carol Lynley and Neville Brand in "The Last Sunset," powerful action drama of conflict and passion filmed by Brynaprod for Universal-International release and scheduled to open soon at the .....Theater.

Before that, he was in Africa for "Something of Value;" Italy for "A Farewell to Arms;" Hawaii for "Twilight for the Gods;" and Northern California for "This Earth Is Mine." Only the great comedy hit, "Pillow Talk," with Doris Day found Hudson in front of Hollywood's cameras.

The completion of "The Last Sunset" gave the new king of the movies only enough time to pick up a supply of clean shirts before taking off for Italy to co-star with Gina Lollobrigida in "Come September," the first film for his own company which will be released by Universal-International. Rock soon will journey to the Malayan Peninsula to star in "The Spiral Road."

"THE LAST SUNSET" (1-A)

Rock Hudson, reigning king of the movie boxoffice, plays a trail boss in search of a killer in Brynaprod's color production for Universal release, "The Last Sunset," a powerful action drama of conflict and passion that also stars Kirk Douglas, Dorothy Malone, Joseph Cotten, Carol Lynley and Neville Brand. ***(Still 1899-1AD)***

DEBUT FOR MOM

The mother of Hollywood's newest teen-aged screen star turned actress, herself, to make her movie bow in Brynaprod's Universal release, "The Last Sunset," now on the screen of the..... Theater.

Mrs. Frances Orlando, mother of 18-year-old Carol Lynley, made her debut on location near Aguascalientes, Mexico, portraying a Texas housewife.

Movies Shock Natives With Screwball Plans

(Current)

Residents of Aguascalientes, Mexico, got a good idea of the weird machinations of a Hollywood motion picture company recently.

For the first time in screen history, Brynaprod sent a location crew to Aguascalientes for filming of its Universal release, "The Last Sunset," starring Rock Hudson, Kirk Douglas, Dorothy Malone, Joseph Cotten, Carol Lynley and Neville Brand. The rugged settings of cactus-covered plateaus were exactly what the color production needed.

But when Aguascalientes citizens watched the moviemakers unpack their wares, they were startled to find that among the huge crates were several containing—cactus brought from Hollywood!

"I know it looks silly," commented director Robert Aldrich, "but everybody knows that no self-respecting director dares rely on nature alone. Besides, our actors prefer Hollywood cactus—it doesn't stick."

The powerful action drama of conflict and passion, co-produced by Eugene Frenke and Edward Lewis from a novel by Howard Rigsby, is now showing at the .....Theater.

Powerful Action Drama Stars Rock, Kirk In Unusual Story Of Raw Conflict and Passion

(Review)

Certain to rank among the great outdoor adventure dramas ever to emerge on the screen is Brynaprod's outstanding entertainment package for Universal release, "The Last Sunset," which made an auspicious debut.....at the .....Theater.

Rarely has a movie audience been accorded such a fine all-star cast—Rock Hudson, Kirk Douglas, Dorothy Malone, Joseph Cotten, Carol Lynley and Neville Brand — in a tale of the Early West that embodies more modern, sophisticated nuances than most screen fare offers today, regardless of period or setting. In "The Last Sunset," romance is frank and explosive, while its wild, unruly action is multiplied by the fury of storms, cattle stampedes and treachery. The weird twist to the story ending is so startling that Universal wisely has asked viewers and reviewers to keep secret its fascinating finale.

No more perfect screen rivalry can top the virile pairing of Rock Hudson, a relentless man seeking revenge, and Kirk Douglas, a human stick of dynamite ready to explode at any moment. Dorothy Malone, as the pulsating prize for which the two men struggle, gives eye-filling stature to her portrayal of a woman strong in everything but affairs of the heart. Joseph Cotten literally shocks those who know him as a romantic screen hero with his deft characterization of a whiskey-sodden, cowardly failure. Teenager Carol Lynley is delightful in a role best described as "Lolita with lariats." Neville Brand pours his best villainy into a sinister role, and equally impressive is a strong supporting roster, including Regis Toomey, Rad Fulton, Adam Williams, Jack Elam and John Shay.

In paying homage to the stars of "The Last Sunset," one must not overlook the setting, itself. Co-producers Eugene Frenke and Edward Lewis showed wisdom in backgrounding their hard-hitting story against the virginal plateaus and wastelands near Aguascalientes, Mexico, an area that had never before faced a movie camera. Photographed spectacularly in color by Ernest Laszlo, A.S.C., the scenery continuously steals scenes with its rugged grandeur.

Director Robert Aldrich's deft handling of a driving drama told in forceful style also lends stature to "The Last Sunset" as it tells of a cattle drive from Mexico to the Texas border, a vigorous prologue of action and suspense that leads to the inevitable showdown between strong men of opposing principles.

But "The Last Sunset" is far more than just a virile drama. It is light as a feather in its comedy moments and its music, topped by a Ned Washington-Dimitri Tiomkin tune, "Pretty Little Girl in the Yellow Dress," a sure candidate for future hit parade honors. The superb music score by Ernest Gold is a treat to the ear. The love story woven into the drama shimmers with emotion and appeal.

"The Last Sunset," above all else, is great entertainment — thrills for lovers of action, chills for fans of suspense, quivers for those who prefer romance—a superb melding of every element that spells audience enjoyment in its finest, most perfect form.

Kirk Douglas Stampedes Code Of West In Offbeat Role As New-Style Cowboy Gunslinger

(Advance)

Cowboy heroes who ride the CinemaScope trail into Technicolor sunsets probably aren't too happy about it — but they're sharing the sagebrush with a new-type western gunslinger.

Kirk Douglas is the ornery galoot who's stampeding the movie code of the West in "The Last Sunset," powerful action drama of conflict and passion in which Kirk and Rock Hudson head an all-star cast. The Brynaprod production for Universal release opens.....at the .....Theater.

All of the corral commandments aren't being broken, however. Kirk still rides a fast horse, brands a mean heifer, draws a quick gun and sleeps with his saddle for a pillow.

It's what he does in between that shakes up the sagebrush set. For instance:

(1) After evening chow he ambles into the kitchen and happily does the dishes;

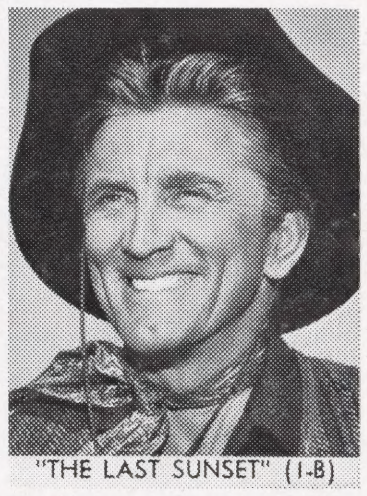
(2) To a cutie in calico he mesmerizes her (not with that strong-silent treatment) with poetry about ocean waves and sea horses;

(3) When the music strikes up he turns into a Texas-type Terpsichore, dancing the dolls into ecstacy;

(4) When the herd gets restless, he merely leans on the pommel and gives 'em the Como touch with a song or two.

"Cowboys on the screen today can't get away with those standard cliches of the west," explained Eugene Frenke, who co-produced "The Last Sunset" with Edward Lewis. "They've got to be different. Horse-kissing is definitely out. The love scenes in our motion picture will turn Paris green with envy."

Filming of this off-beat action story took place in Mexico, with outdoor scenes at Aguascalientes and interior sequences at Churubusco Studios in Mexico City.


"THE LAST SUNSET" (1-B)

Kirk Douglas is seen as a psychotic gunslinger in "The Last Sunset," powerful action drama of conflict and passion in which he stars with Rock Hudson, Dorothy Malone, Joseph Cotten, Carol Lynley and Neville Brand. The Brynaprod color production is being released by Universal. ***(Still 1899-4AD)***

KIRK CHIRPS

A new Dimitri Tiomkin-Ned Washington tune, "Pretty Little Girl in the Yellow Dress," is sung by a "new" crooner, Kirk Douglas, in "The Last Sunset," Brynaprod film for release by Universal, now playing at the..... Theater. It's the second time Kirk has ever warbled in a movie.

Rock, Kirk Temper Violent Mexico Location Work With Baronial Life In Mansions

(Current)

The rigors of moviemaking in rugged high-altitude terrain and intense heat of Aguascalientes, Mexico, was tempered with the magnificence of living in the grand manner for "The Last Sunset" co-stars Rock Hudson and Kirk Douglas.

No film stars on a location ever lived in such splendor as did Rock and Kirk while Brynaprod was filming this Universal release, a powerful action drama of conflict and passion now showing at the.....Theater.

Hudson resided in a magnificently-appointed three-story mansion near the center of Aguascalientes, a sprawling layout that included five bedrooms with baths, a bar large enough to entertain fifty guests and a staff of four English-speaking servants. Sr. Felipe Camarena, wealthy Mexico industrialist, graciously gave up his city mansion and moved to his country hacienda in order to provide Rock with this elegant home-away-from-home.

Kirk Douglas settled down in equal splendor at the hacienda of Sr. Jesus Maria Rodriguez, ex-governor of the state of Aguascalientes and owner of Mexico's largest and wealthiest vineyards. The hacienda, known as "El Firifo" and situated a few miles south of the city, also has five bedrooms with baths and a staff of help. It also includes a magnificent swimming pool, billiard room, barber shop, steam room, bar and game room.

"THE LAST SUNSET" (1-J)

One of the screen's wildest brawls pits Rock Hudson and Kirk Douglas in "The Last Sunset," powerful action drama of conflict and passion filmed by Brynaprod for release by Universal. Dorothy Malone, Joseph Cotten, Carol Lynley and Neville Brand also star in the color production.

(Still 1899-45)

Oxygen Required For High-Altitude Brawl Matching Rock, Kirk

(Current)

Rock Hudson and Kirk Douglas required a tank of oxygen in order to complete one of the big action scenes in "The Last Sunset," Brynaprod's Universal release now showing at the..... Theater.

The sequence featured a no-holds-barred slugfest between the two top stars on a sound stage at Mexico City's Churubusco Studios. Because the intense physical violence was being filmed at an altitude of more than 7000 feet, Director Robert Aldrich ordered generous doses of pure oxygen for both Rock and Kirk between each take. While they were being administered oxygen, Dr. Pedro Rivera checked them both for signs of exhaustion, collapse or heart strain.

The fight took almost seven hours before it was completed for the color cameras. At the end, both Hudson and Douglas were so exhausted they had to be assisted into cars and returned to their hotels. Although both were bruised and scratched, neither exhibited any injury of a serious nature. Most serious injury was a burn on Kirk's arm when he toppled into a burning campfire.

"The Last Sunset," which also stars Dorothy Malone, Joseph Cotten, Carol Lynley and Neville Brand, is the story of a battle between two men over the loves of two women during a cattle trek from Mexico to the Texas border. Eugene Frenke and Edward Lewis are co-producers.

Role For Ma Nature

Severe dust storms that plagued filming of Brynaprod's Universal release, "The Last Sunset," on location at Aguascalientes, Mexico, turned into a bonanza when Director Robert Aldrich decided to join the dust storms instead of fighting them.

As a result, they contributed a spectacular sequence to the powerful action color drama of conflict and passion that opens .....at the..... Theater. By augmenting nature's blast with Hollywood wind machines, a veritable tornado was stirred up for a scene in which film adversaries Rock Hudson and Kirk Douglas first meet.

Filmers Break Lease On Mexico Movie Set

(Advance)

Realism struck a new high on a motion picture location in Aguascalientes, Mexico, recently.

For climactic scenes in Brynaprod's action color drama for Universal release, "The Last Sunset," starring Rock Hudson, Kirk Douglas, Dorothy Malone, Joseph Cotten, Carol Lynley and Neville Brand, a $200,000 western town was erected near the pueblo of San Luis Gonzaga, 40 miles northeast of this central Mexico city. Among the 23 buildings representing Crazy Horse, Texas, were saloons, shops, office buildings, a jail and a hotel.

When Director Robert Aldrich finally moved his all-star cast into the movie town, built by Art Director Al Sweeney mostly with adobe instead of the more expensive wood, he was startled to find that three Mexican families had already moved in ahead of him.

"Through an interpreter they told me Crazy Horse had nicer accommodations than their home in San Luis Gonzaga," Aldrich said.

Although the "first families" of Crazy Horse had to vacate the premises of movie scenes in the town, they were invited to move back in as soon as the scenes were completed.

"The Last Sunset," a powerful story of conflict and passion, opens.....at the..... Theater.

Cinema Shennanigans Turn Lake Fish Blue

(Current)

Fishing enthusiasts of central Mexico have a new kind of fish story to tell each other these days.

The big talk among the Isaac Walton set was a catch of bright blue fish from Lake Presa Abelardo Rodriguez, the first of such species ever seen in Mexico—or the world, for that matter.

What the nimrods didn't know was that a Hollywood movie troupe had manufactured the piscatorial phenomenon. The lake had been chosen as a setting for Brynaprod's Universal release, "The Last Sunset," now at the .....Theater and starring Rock Hudson, Kirk Douglas, Dorothy Malone, Joseph Cotten, Carol Lynley and Neville Brand, during Mexico location scenes. Cinematographer Ernest Laszlo felt the lake should look bluer for his color cameras, so special effects experts dyed the waters with special chemicals.

The water turned a lovely blue —and so did the fish.

"THE LAST SUNSET" (2-D)

Rock Hudson and Dorothy Malone zip through a Mexican folk dance in a musical scene for "The Last Sunset," powerful action drama of conflict and passion also starring Kirk Douglas, Joseph Cotten, Carol Lynley and Neville Brand. The Brynaprod color drama is being released by Universal. ***(Still 1899-55)***

"THE LAST SUNSET" (2-E)

Rock Hudson faces Kirk Douglas in the showdown gun battle for "The Last Sunset," powerful action drama of conflict and passion that also stars Dorothy Malone, Joseph Cotten, Carol Lynley and Neville Brand. The Brynaprod color production is a release by Universal. ***(Still 1899-72)***

Food For Hams?

Regis Toomey, on location at Aguascalientes, Mexico, to appear with Rock Hudson, Kirk Douglas, Dorothy Malone and others in location scenes for Brynaprod's Universal release, "The Last Sunset," now playing at the.....Theater, took advantage of a day off to visit a local tortilla factory.

"It was a great experience," Regis told his fellow-actors later. "I think every actor in the company should take the same tour I did."

"Why?" Dorothy Malone asked him. "What's so interesting about watching somebody make tortillas?"

"Honey," cracked Toomey, "every time those women began slapping those tortillas into shape, it sounded exactly like applause."

Kirk's Chapped Lips Make Whistle Scene Painful Experience

(Advance)

Starring in a rugged outdoor action drama can provide countless physical discomforts — but none so rare as the one that befell Kirk Douglas during location filming in Aguascalientes, Mexico, for Brynaprod's Universal release, "The Last Sunset," opening soon at the.....Theater.

In the powerful action drama of conflict and passion that also stars Rock Hudson, Dorothy Malone, Joseph Cotten, Carol Lynley and Neville Brand, Kirk is seen as a gunslinger who is just as quick with the ladies as he is with a derringer. In his romantic pursuit of Dorothy Malone, Kirk charms her with a new Dimitri Tiomkin-Ned Washington tune, "Pretty Little Girl in the Yellow Dress," both singing and whistling the melody at various intervals in the story.

The singing was no problem, but the whistling was plain murder. After two weeks in the broiling hot sun, gusty winds and dust storms of Aguascalientes, Douglas' lips were cracked, chapped and sore. Even to shape his lips into a whistle was a painful chore.

Woops, M'Dear!

Movie villains Neville Brand and Jack Elam are still wondering how this happened:

Arriving in Aguascalientes, Mexico, much later than other members of the cast of Brynaprod's "The Last Sunset" to play their roles with co-stars Rock Hudson, Kirk Douglas, Dorothy Malone, Joseph Cotten and Carol Lynley, the two screen heavies faced an Aguascalientes housing shortage brought on by the moviemaking visitors.

So each day Brand and Elam traveled to the set to pose all kinds of film villainy for the color camera. At night when work was finished, they returned to their quarters—the bridal suite at the Paris Hotel!

"The Last Sunset," a Brynaprod action color drama for Universal release, is now playing at the.....Theater.

Mexico Ranchers Lose Herd as Film Company Unsuspecting Rustler

(Current)

A Hollywood movie location near Aguascalientes, Mexico, still has some very delicate explaining to do—as soon as they find out to whom they owe the apology.

At the start of filming of Brynaprod's Universal release, "The Last Sunset," which is now playing at the.....Theater, coproducers Eugene Frenke and Edward Lewis made arrangements to rent a herd of 1000 cattle to appear with Rock Hudson, Kirk Douglas, Dorothy Malone, Joseph Cotten and Carol Lynley.

After photographing the cattle drive in color, Director Robert Aldrich decided to cut the herd in half for easier handling of the cattle in closer scenes and discovered that it had grown to 1120 head.

Evidently the Mexican vaqueros handling the herd had unknowingly been picking up strays each day while moving the cattle around from one location to another over open range land.

Crew Constructs Most Durable Cinema Town At Mexican Location

(Current)

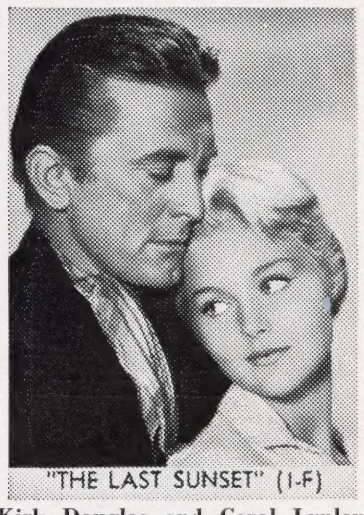
A $200,000 western town built 40 miles northeast of Aguascalientes, Mexico, as the main set for Brynaprod's Universal release, "The Last Sunset," starring Rock Hudson, Kirk Douglas, Dorothy Malone, Joseph Cotten, Carol Lynley and Neville Brand, is not only one of the largest and most expensive ever erected in Mexico by a Hollywood film company.

It is also the most durable set ever built.

Although the 4½-acre set features the familiar board-front architecture of early Texas, behind the wood is a solid foundation and walls fashioned of adobe, the same Mexican construction material that has withstood the elements for hundreds of years.

"It was cheaper to build the sets out of adobe," Art Director Al Sweeney explained. "Labor is inexpensive in Mexico and adobe is everywhere while wood is one of the most costly materials in the country. Unless something happens, our movie town of Crazy Horse, Texas, should still be standing well into the 21st century."

The powerful color action drama of conflict and passion directed by Robert Aldrich with Eugene Frenke and Edward Lewis as coproducers, is now on the screen of the.....Theater.



"THE LAST SUNSET" (1-F)

Kirk Douglas and Carol Lynley become involved in a most unusual love affair in "The Last Sunset," powerful action drama of conflict and passion. Rock Hudson, Dorothy Malone, Joseph Cotten and Neville Brand also star in the Brynaprod color production released by Universal.

(Still 1899-20AD)

"THE LAST SUNSET" (1-E)

Rock Hudson and Dorothy Malone are teamed romantically on the screen for the third time in "The Last Sunset," powerful action drama of conflict and passion also starring Kirk Douglas, Joseph Cotten, Carol Lynley and Neville Brand. Universal releases the Brynaprod color film.

(Still 1899-19AD)

Heat, Acting Rigors Trim Weight of Stars

(Advance)

Have a weight problem?

A diet not recommended for those who like comfort trimmed an aggregate of 72 pounds off the all-star cast of Brynaprod's Universal release, "The Last Sunset," during rugged location scenes filmed near Aguascalientes, Mexico.

In strange contrast, Kirk Douglas put on weight during filming of the outdoor action color film that opens.....at the..... Theater.

"It was the tortillas," Kirk explained. "I love them so much I ate them like hotcakes three times a day."

Dorothy Malone Checks Up On Real-Life Outdoor Heroines, Decides to Use Own Approach

(Advance)

When Academy Award-winning actress Dorothy Malone first learned that she was to co-star with Rock Hudson and Kirk Douglas in "The Last Sunset," powerful action drama of conflict and passion, she studied up on some of the true-life damsels of the Gold Rush era in an effort to add realism to her portrayal.

"The things I learned about those women were about as piquant and romantic as a broken axle," Dorothy admits. "If the movies were to depict them as they really were, theaters would have to be built in dark basements behind steel doors."

For obvious reasons, nothing in Miss Malone's performance in this Universal release opening..... at the.....Theater, has been based on real heroines of the western past. What Dorothy learned has no place on a movie screen.

Take Belle Starr, for example. Heralded as Queen of the Bandits, she never held up a bank nor robbed a stagecoach. She was actually homely, sported the jaw of a prizefighter, made her way with petty thievery and blackmail.

Doc Holliday's girl, Big Nose Kate, was husky enough to play tackle for the Chicago Bears. Madame Simone Jules, alias Eleanore Dumont, was best known as Madame Mustache for obvious reasons. Poker Alice had two claims to fame—she won a half-million dollars in a poker game, and she always smoked cigars. Calamity Jane, too homely to hold a job as a gambling house girl, usually dressed as a man and looked like one.

"Pioneer women were rarely beautiful," Dorothy points out. "If they were, the rugged life they led soon destroyed their beauty. Taking a bath was a rare experience and lovely clothes just weren't practical for their rugged surroundings.

"If I fashioned my performance in "The Last Sunset" after one of these western women, neither Rock nor Kirk would give me a second look."

"THE LAST SUNSET" (1-C)

Former Academy Award winner Dorothy Malone portrays a woman strong in everything but affairs of the heart in "The Last Sunset," powerful action drama of conflict and passion that also stars Rock Hudson, Kirk Douglas, Joseph Cotten, Carol Lynley and Neville Brand. Universal is releasing the Brynaprod color production.

(Still 1899-12AD)

Lana Ain't Turner

Dorothy Malone, on location in central Mexico to co-star with Rock Hudson and Kirk Douglas in Brynaprod's "The Last Sunset," did a double-take on her first Aguascalientes, Mexico, shopping excursion when she looked in a window featuring women's sweaters and read:

"100% LANA."

Turned out they weren't talking about Lana Turner at all. "Lana" is the Spanish word for wool.

"The Last Sunset," a powerful action color drama of conflict and passion, opens..... at the.....Theater.

Teen-Agers Are Same World Over, Insists Top Star Rock Hudson

(Current)

Rock Hudson found out recently that teen-aged movie fans are the same the world over.

More than 300 screaming youngsters were on hand when Rock stepped off a plane in Mexico City to report for his co-starring role with Kirk Douglas, Dorothy Malone, Joseph Cotten, Carol Lynley and Neville Brand in "The Last Sunset," a powerful action drama of conflict and passion filmed in color entirely in Mexico.

So violent was Rock's reception, in fact, that he was forced to beat a hasty retreat back through customs in order to sneak into a studio limousine and escape the frantic clutches of the excited young movie fans. At Mexico City's sedate Bamer Hotel, where Rock remained overnight before continuing his trip to "The Last Sunset" location 400 miles north at Aguascalientes, the usually quiet lobby was jammed continually with teen-agers hoping to get a close-up look at their screen idol. Hotel employees were forced to form a human chain in order to get Hudson from the hotel elevator to his car when he checked out to continue his journey.

"I don't think all of those precautions were necessary," said 6-foot-4 Rock, who has been running the gamut of teen-aged idolatry for many years. "They seemed very well-behaved to me."

"The Last Sunset," which is now on the screen of the..... Theater, is a Universal release directed by Robert Aldrich and co-produced by Eugene Frenke and Edward Lewis for the Brynaprod company.

Teen-Age Star Carol Lynley Delights In Opportunity To Enact "Lolita With Lariats"

(Advance)

The most provocative film role ever handed a teen-aged actress has placed a grin that wide on the pretty face of blonde Carol Lynley.

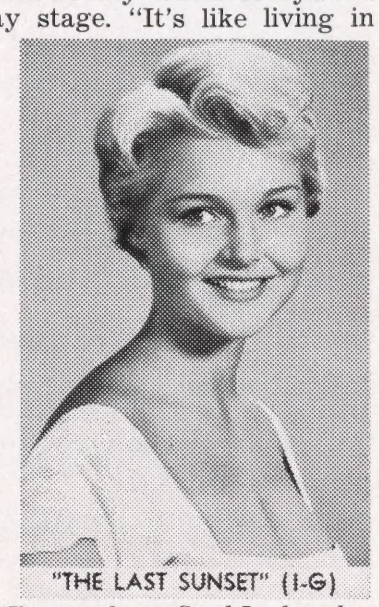
"I love it," says the 18-year-old beauty whom Hollywood lured away from the Broadway stage. "It's like living in another world."

Carol's good fortune is a co-starring spot with Rock Hudson, Kirk Douglas, Dorothy Malone, Joseph Cotten and Neville Brand in a powerful drama of conflict and passion, "The Last Sunset," which opens.....at the .....Theater. In the unusual outdoor drama, she portrays a very young girl who falls madly in love with a man more than twice her age.

The role has been described as "Lolita with lariats."

Co-producers Eugene Frenke and Edward Lewis actually interviewed 112 teen-aged aspirants in their search for the right girl. Of this group, 23 were given exhaustive screen tests. When it was all over, Carol Lynley had the part.

Her story of winning the sought-after "The Last Sunset" role is a familiar one with Carol. At the age of ten, the New York City beauty was Manhattan's number one sub-teen model. At 15, she was in a Broadway play, portraying Dame Sybil Thorndike's daughter in "The Potting Shed." A year later, after scoring a hit in "Blue Denim" on Broadway, she was brought to Hollywood by 20th Century-Fox to appear in "Holiday for Lovers" and to re-create her stage role in the screen version of "Blue Denim." She's been one of the most popular young actresses in Hollywood ever since.



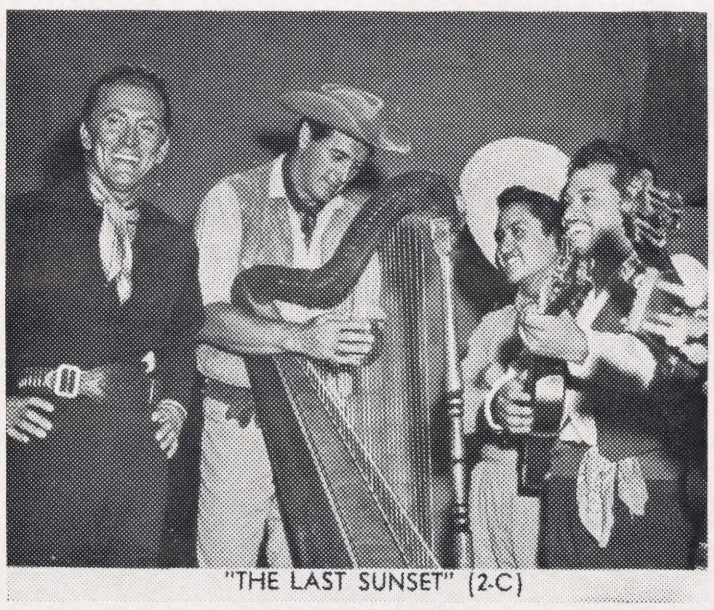
"THE LAST SUNSET" (1-G)

Teen-aged star Carol Lynley plays a role aptly dubbed "Lolita with lariats" in "The Last Sunset," Brynaprod's powerful action drama of conflict and passion also starring Rock Hudson, Kirk Douglas, Dorothy Malone, Joseph Cotten and Neville Brand. Universal is releasing the color production.

(Still 1899-17AD)

In "The Last Sunset" Carol plays a girl younger than her actual years, essaying Dorothy Malone's 16-year-old daughter.

"But the years don't count," adds Miss Lynley ecstatically. "It's what happens to her. And what happens—wow!"

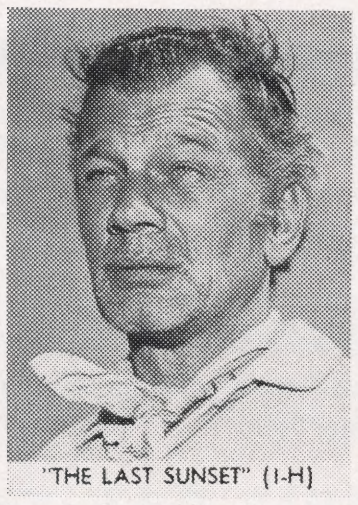


"THE LAST SUNSET" (2-C)

Kirk Douglas gets a kick out of Rock Hudson's harping with Mexican mariachis during south-of-the-border filming of "The Last Sunset," powerful action drama of conflict and passion produced in color by Brynaprod for Universal release. Dorothy Malone, Joseph Cotten, Carol Lynley and Neville Brand also star. ***(Still 1899-P2)***

"THE LAST SUNSET" (2-G)

Kirk Douglas and Carol Lynley stroll through a $200,000 western town constructed in central Mexico for the "The Last Sunset," powerful action drama of conflict and passion that also stars Rock Hudson, Dorothy Malone, Joseph Cotten and Neville Brand. Universal releases the fine Brynaprod color production. ***(Still 1899-19)***



"THE LAST SUNSET" (1-H)

Joseph Cotten departs from romantic portrayals to essay his first all-out character role in "The Last Sunset," powerful action drama of conflict and passion that also stars Rock Hudson, Kirk Douglas, Dorothy Malone, Carol Lynley and Neville Brand. Universal is releasing this fine Brynaprod color production.

(Still 1899-23AD)

Douglas Arrives With Golf Clubs, Mexicans Build Course For Him

(Advance)

Film star Kirk Douglas got a good taste of what Mexican hospitality means when he arrived in Aguascalientes, Mexico, to start his co-starring role with Rock Hudson in location scenes for "The Last Sunset."

With no knowledge of Aguascalientes' recreational facilities, Kirk toted along his golf clubs, hoping to play a few rounds during time off from his acting chores.

The day following his arrival, Kirk noted a large crew of Mexican workmen busily engaged in the field adjacent to the hacienda where he was quartered.

"Planting potatoes?" Kirk asked one of his English-speaking servants.

"No, señor Douglas," came the answer. "They are making you a golf course. Only three holes—but better than none."

"The Last Sunset," a powerful action drama of conflict and passion filmed in color entirely in Mexico, opens.....at the .....Theater.

Mexico Film Location Becomes "Shangri-La" For Early West Drama

(Advance)

A common movie problem, avoiding 20th century backgrounds while filming a 19th century film story, proved no difficulty for Director Robert Aldrich during filming of "The Last Sunset" on location in Aguascalientes, Mexico.

Not one jet vapor trail marred the sky while he filmed scenes with co-stars Rock Hudson, Kirk Douglas, Dorothy Malone, Joseph Cotten, Carol Lynley and Neville Brand for the powerful action color drama of conflict and passion that opens.....at the .....Theater. There were no telephone poles nor wires within 25 miles of location sites, nor were there gleaming paved highways to hurt the backgrounds. The only airplane to disturb shooting was a single-engined Beechcraft that came over at 3 o'clock each Thursday, carrying the payroll to a Mexican gold and silver mine.

"The Last Sunset" was the first Hollywood motion picture ever to be filmed in the spectacular settings of the central Mexico state.

Kirk Douglas Learned Spanish In One Month

(Advance)

Add to the many accomplishments of Kirk Douglas the amazing ability to learn a new language in a single month.

Within four weeks after Kirk arrived in Aguascalientes, Mexico, to star with Rock Hudson, Dorothy Malone, Joseph Cotten, Carol Lynley and Neville Brand in "The Last Sunset," a Brynaprod film for Universal release, Kirk was conversing in Spanish with the Mexican members of his movie crew and the townspeople of Aguascalientes.

Joseph Cotten Stimulates Dramatic Career In First Chore As Character Actor

(Advance)

A brand-new career has blossomed for ambidextrous Joseph Cotten with his selection as one of the stars of Brynaprod's Universal release, "The Last Sunset," powerful action drama of conflict and passion which opens.....at the .....Theater.

Cotten, a brilliant romantic star of stage, films and television, now emerges as a full-fledged character actor as he shares top honors with Rock Hudson, Kirk Douglas, Dorothy Malone, Carol Lynley and Neville Brand in the colorful outdoor action drama that was filmed in its entirety in Mexico.

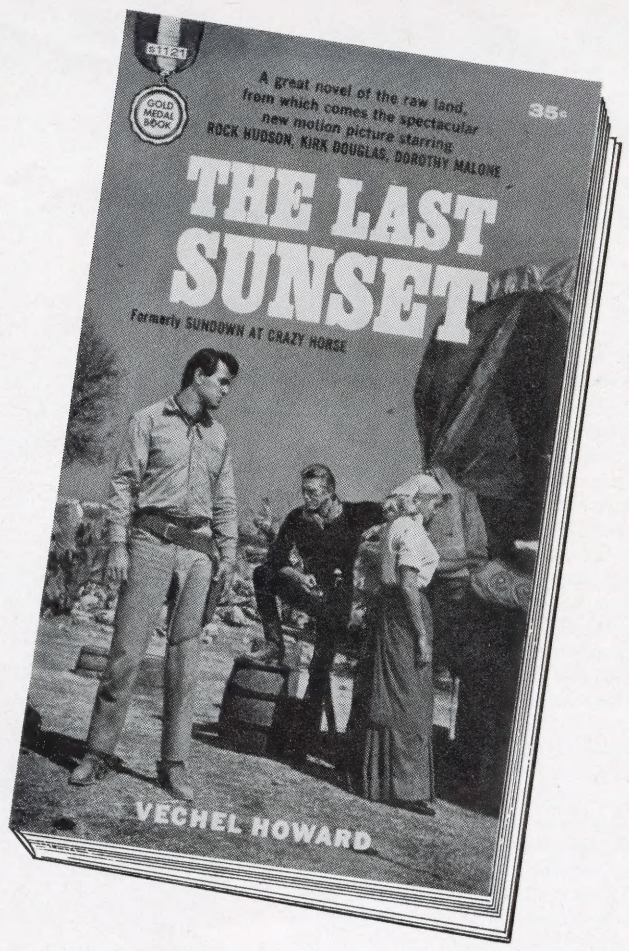
In "The Last Sunset" he portrays a whiskey-soaked, stubble-chinned rancher who fails miserably in everything from Civil War battlefield bravery to raising cattle and clinging to Dorothy Malone, a wife who no longer considers him romantic. He finally dies in a gunfight he inspires by his own braggadocio.

"For the first time in my career, my death scene will not inspire a single sympathetic tear," Cotten admits. "It seems quite strange to be in a film with two beautiful girls and watch other actors share all the romantic interludes with them. On the other hand, there's enough 'ham' in me to enjoy the privileges accorded a character actor—making faces, chewing scenery and never worrying about his profile or the press in his pants."

His first character role is not the only new departure in the life of a man who rose to sudden fame after he and Orson Welles formed the famous Mercury Players. At the same time Cotten has also branched into the directing field with a new play, "A Phoenix Too Frequent," in West Coast tryouts before taking it to Broadway.

. . . . . BOOKS

GOLD MEDAL MOVIE EDITION



Fawcett Publications, under their Gold Medal banner, have distributed over a quarter of a million copies of the movie edition of "THE LAST SUNSET". Both the front and back covers feature full color reproductions of the leading stars in the film and should find preferred space on the display racks in thousands of outlets that include news-stands, super-markets, chain and drug stores.

Additional strength is being put behind this campaign by the publisher in the form of half-page ads in the Fawcett Magazines and the distribution of rack cards and special mailing pieces calling attention to the film and the book.

Distributors are being advised of local opening dates and will extend maximum cooperation for mutual publicity and promotion.

For further information, contact MR. AL ROGLIANO
Fawcett Publications, Greenwich, Conn.

DELL MOVIE CLASSIC

At the time of going to press, Dell Publishing Company has plans for a thrilling edition of "THE LAST SUNSET" in the form of a full-color comic book. Major distribution is through the 5-and-10-cent stores and news-stands. These books tend to put extra power in your promotion campaign by their exposure on the racks and the fact that they get into the home and offices. Arrange for window displays in every dealer outlet, using scene stills to amplify the pictorial effectiveness of the colored cover on this Dell Book.

Suggested other uses are: limited distribution at schools, complimentary copy to the first 50 youngsters attending the opening day and as contest prizes.

For Information write:

DELL PUBLISHING COMPANY, 261 Fifth Avenue, New York 16, N. Y.

PRE-SOLD IN THE HOME —
To The Big Women's Audience

CAROL LYNLEY

featured in LUX SOAP TV SPOT
with credit to "THE LAST SUNSET"
Over 20,000,000 coverage every week!

. . . . . the SONG

by two of the World's Foremost Composers

DIMITRI TIOMKIN • NED WASHINGTON

"PRETTY LITTLE GIRL IN THE YELLOW DRESS" is the provocative title of the tune written especially for the film by two of the most noted song composers in the current world of music, Dimitri Tiomkin and Ned Washington.

The publishers are backing the song with a heavy promotion push which should show good results at the Box Office. Extra copies of the attractive colored cover reproduced here are available on request and would be an extraordinary window attraction. For special information on the sheet music, write Leeds Music Co., 322 West 48th St., New York, New York.

Hair Style Photos For Beauty Editors and Beauty Parlors

Tend Toward Teen-Agers

Still No. 1899-A41

SOPHISTICATED YOUTH . . . Carol Lynley has lost her famous youthful shoulder length hairstyle in favor of an adultly smooth short coiffure. The change is in the interest of her role in Universal International's "The Last Sunset" in which she and Kirk Douglas are a romantic twosome. Carol, who is still young enough to enjoy looking older than she is, feels she has added five years to her calendar age in appearance and recommends the new style to any teenager who wants to make a hit with her big brother's friends. To achieve this flattering style the hair must be washed every third day to give it the silky sheen a smooth hairdo requires and a very soft permanent will help hold the style in place.

The above photos and story have a 2-fold purpose, either one of which could be a valuable aid in attracting the patronage of the youthful Miss Americas and their boy friends.

1. Service photos (or photo) and story to your local Editor to run as a special on the Women's Beauty Page or Teen-Age Page.
2. Contact the local head of the National Hairdresser's and Cosmetologists Association and arrange for a complete promotion to include the following:
   (a) Association selects local double of Carol Lynley.
   (b) Association has leading hair dresser style her coiffure to match that of Miss Lynley.
   (c) Photograph stylist and double for newspaper editorial plant.

Still No. 1899-9AD

RADIO-TV-TRAILERS

The voices of

KIRK DOUGLAS and DOROTHY MALONE

in exciting Back-to-Back Open-End Radio Interviews.

First hand information about the filming of "THE LAST SUNSET" during the long outdoor location in Mexico and interesting behind the scene incidents concerning the stars and players is given in personal interviews with Kirk Douglas and Dorothy Malone.

This news about the stars direct from two of Cinema City's shining lights is unusual and can provide a bright spark in your advance radio campaign. Contact your best station for air time on this radio double-special.

NOTE: A continuity sheet accompanies each disc. Questions and answers have been accurately timed to create the impression that the star personalities are being interviewed by a local announcer at the local radio station.

Order Interview Discs FREE from RADIO DEPARTMENT, UNIVERSAL-INTERNATIONAL STUDIOS, UNIVERSAL CITY, CALIF.

FREE TRANSCRIPTION

FOR SPOT RADIO USE: Comparable to the high standard of entertainment on the screen is a strong set of very effective spot announcements that are available to all exhibitors FREE on one disc. Every spot is individually created to sell "THE LAST SUNSET" in the strongest and best manner. The spots are 15, 30 and 60-second lengths and each one provides enough silent footage at the end for the local announcer to give the information pertaining to the local theatre engagement in live form.

Order this FREE radio disc from RADIO DEPARTMENT
UNIVERSAL-INTERNATIONAL STUDIOS
UNIVERSAL CITY, CALIF.

TV TELOP OR SLIDE

Both Telop and Slide are available . . . $6.00 with theatre playdate and station identification information (to accompany order) . . . $5.00 without theatre playdate or station identification . . . $2.50 for each duplicate copy of any Telop or Slide. Be sure to mention whether you want Telop or Slide. Order direct from QQ TITLE CARD CO., 247 West 46th St., New York 36, New York.

FREE! — TV SPOTS — FREE!

Universal's set of television spots on "THE LAST SUNSET", which highlight the adventurous spirit of the great outdoors with two of the screens top male stars in exciting roles, can be highly effective in selling this attraction as a great big screen special. The entire set of these specialized selling spots are available FREE TO EXHIBITORS. Every viewer will be impressed with the mighty sweep of this expansive outdoor epic and the high standard of entertainment it exemplifies.

All on 16mm film, this specialized set includes 60-second and 20-second spots and these times include enough silent footage to permit all local playdate information to be given.

Order the set from HERMAN KASS, NATIONAL EXPLOITATION DIRECTOR, UNIVERSAL PICTURES CO., 445 Park Avenue, New York 22, New York. In ordering, please specify the station or stations on which you plan to use the spots.

2 TREMENDOUS TRAILERS! USE BOTH FOR BIG PROFIT!

Sensational Regular Trailer in Color

Free-Teaser Trailer in Color — Free

A one-minute power-packed TEASER TRAILER in Color followed by the REGULAR NATIONAL SCREEN TRAILER, also in Gorgeous Color, provide a screen-sell parley that should captivate your patrons and get "THE LAST SUNSET" off to a fast start. Look over your up-coming programs NOW and schedule both of these prime advance sell factors in important time slots so as to get maximum penetration for a big opening build-up.

IMPORTANT use the Teaser Trailer for Cross-Plugs in situations where this can be arranged.

Order BOTH Trailers from your NATIONAL SCREEN SERVICE EXCHANGE

→ Please Note That the Teaser Trailer is FREE! ←

SUGGESTED COPY FOR LIVE RADIO SPOTS

(ONE MINUTE)

ANNOUNCER: *Life had laid its savage hands upon them . . . and now they were reaping the wild harvest of their loves, their hates, their strange desires . . . Thrill to Rock Hudson, Kirk Douglas, Dorothy Malone, Joseph Cotten and Carol Lynley in "The Last Sunset" . . . in glorious color . . . coming.....to the..... theatre! "The Last Sunset" . . . sweeping the screen with the seething excitement of titans clashing in rivalry and revenge! ROCK HUDSON as The Hunter . . . Where would his relentless pursuit of a man he had never seen before end? Could he barter vengeance for love? KIRK DOUGLAS as the Hunted One . . . What had he done to deserve the fate that mocked him, when he sought only the love that eluded him? DOROTHY MALONE as the Wanted One . . . Could she discard one love to accept another? CAROL LYNLEY as the Willing One, waiting only to lavish the first surge of her emotions upon the stranger who had come to fill her dreams . . . It jars the screen again and again with excitement, fury, tenderness, beauty . . . Rock Hudson, Kirk Douglas, Dorothy Malone, Joseph Cotten and Carol Lynley in "The Last Sunset," starting.....at the..... theatre!*

(30 SECONDS)

ANNOUNCER: *Life had laid its lusty hands upon them . . . and now they reaped the wild harvest of their loves, their hates, their smouldering desires! Thrill to Rock Hudson, Kirk Douglas, Dorothy Malone, Joseph Cotten and Carol Lynley in THE LAST SUNSET, in color, coming.....to the.....theatre! Sweeping the screen with the furious excitement of titans clashing in rivalry and revenge . . . jarring you again and again with stark drama, set against haunting beauty, that builds to an unforgettable climax! Don't miss Rock Hudson, Kirk Douglas, Dorothy Malone, Joseph Cotten and Carol Lynley in "The Last Sunset," starting .....at the.....theatre!*

(15 SECONDS)

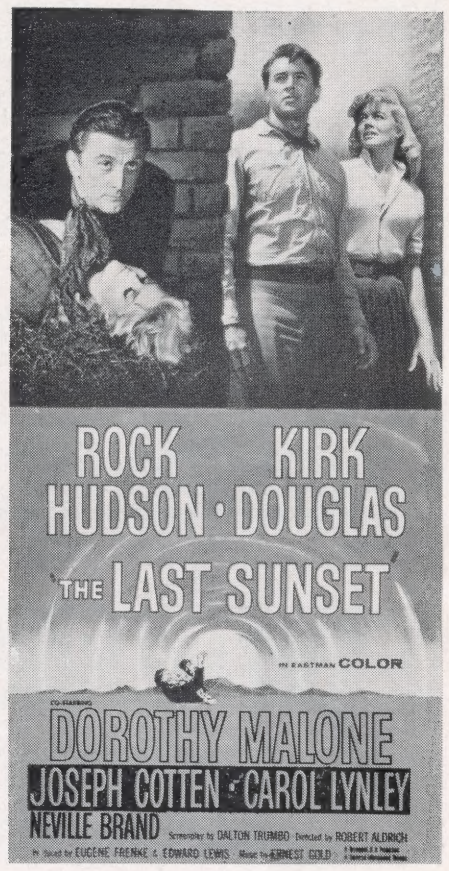
ANNOUNCER: *Rock Hudson and Kirk Douglas clash head on in excitement that jars the screen! It's "The Last Sunset," co-starring Dorothy Malone, Joseph Cotten, Carol Lynley. The unforgettable story of two titans, the woman both loved, and the girl one wanted as well. Stark drama that jolts you again and again as it builds to its completely surprising climax! Don't miss Rock Hudson, Kirk Douglas, Dorothy Malone, Joseph Cotten and Carol Lynley in "The Last Sunset," in color, coming .....to the.....theatre!*

POSTERS

24 SHEET

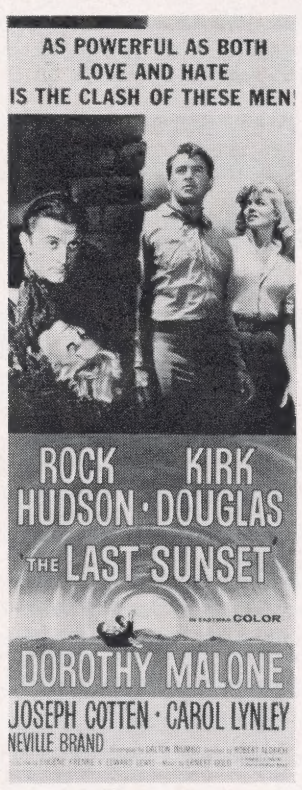
ONE SHEET

SIX SHEET



THREE SHEET

22 x 28



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NO ONE ADMITTED DURING LAST 10 MINUTES!

For the utmost dramatic excitement
NO ONE ADMITTED DURING LAST 10 MINUTES!

For your fullest dramatic interest
NO ONE ADMITTED DURING LAST 10 MINUTES!

For your fullest dramatic interest **NO ONE ADMITTED DURING LAST 10 MINUTES!**

Consistent with your policy — the ad snipes displayed to the left are available all on one mat at your National Screen Service Exchange. Order Special Mat No. 2.

SPECIAL COMPOSITE MAT

EVERYTHING YOU NEED FOR A COMPLETE CAMPAIGN, ALL ON ONE MAT

With the same lustiness that they sought love...they turned the fury of their hate upon each other!

'THE LAST SUNSET'
IN EASTMAN COLOR
CO-STARRING
DOROTHY MALONE

JOSEPH COTTEN · CAROL LYNLEY · NEVILLE BRAND
Screenplay by DALTON TRUMBO · Directed by ROBERT ALDRICH · Music by ERNEST GOLD
Produced by EUGENE FRENKE & EDWARD LEWIS · A Brynaprod, S. A. Production · A Universal-International Release

THEATRE

MAT No. 206

Ad Mat No. 206 2 Col. x 8"—224 Lines

EACH OF THEM KNEW THAT THE DAY OF PASSION WOULD BRING THE DAY OF VENGEANCE!

ROCK HUDSON · KIRK DOUGLAS

CO-STARRING DOROTHY MALONE
JOSEPH COTTEN · CAROL LYNLEY · NEVILLE BRAND
A Brynaprod., S.A. Production
A Universal-International Release

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AS POWERFUL AS BOTH LOVE AND HATE IS THE CLASH OF THESE MEN!

CO-STARRING DOROTHY MALONE · JOSEPH COTTEN · CAROL LYNLEY · NEVILLE BRAND
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ROCK HUDSON KIRK DOUGLAS
"THE LAST SUNSET" Eastman COLOR
CO-STARRING DOROTHY MALONE
JOSEPH COTTEN · CAROL LYNLEY · NEVILLE BRAND
A Brynaprod, S. A. Production · A Universal-International Release

MAT No. 101

Ad Mat No. 101 1 Col. x 1"—14 Lines

"THE LAST SUNSET" (1-E)

"THE LAST SUNSET" (1-F)

"THE LAST SUNSET" (2-H)

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Directed by ROBERT ALDRICH · Music by ERNEST GOLD · Produced by EUGENE FRENKE & EDWARD LEWIS

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AS POWERFUL AS BOTH LOVE AND HATE IS THE CLASH OF THESE MEN!!

CO-STARRING

DOROTHY MALONE

JOSEPH COTTEN · CAROL LYNLEY

NEVILLE BRAND

A Brynaprod, S.A. Production
A Universal-International Release

MAT No. 102

Ad Mat No. 102
1 Col. x 3¾"—50 Lines

ROCK HUDSON **KIRK DOUGLAS**

CO-STARRING

DOROTHY MALONE · JOSEPH COTTEN · CAROL LYNLEY

NEVILLE BRAND · A Brynaprod, S. A. Production · A Universal-International Release

MAT No. 202

Ad Mat No. 202—2 Col. x 2"—56 Lines

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Ad Mat No. 207—2 Col. x 8½"—240 Lines

Ad Mat No. 304—3 Col. x 9"—375 Lines

Ad Mat No. 205—2 Col. x 3½"—100 Lines

WILD THEY FOUGHT!...WILD THEY LOVED!

Each knowing that the day of passion would bring the day of vengeance!

THEATRE

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Ad Mat No. 306—3 Col. x 10"—420 Lines

AS POWERFUL AS BOTH LOVE AND HATE IS THE CLASH OF THESE MEN!

THEATRE

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THEATRE

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THEATRE

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MAT No. 302

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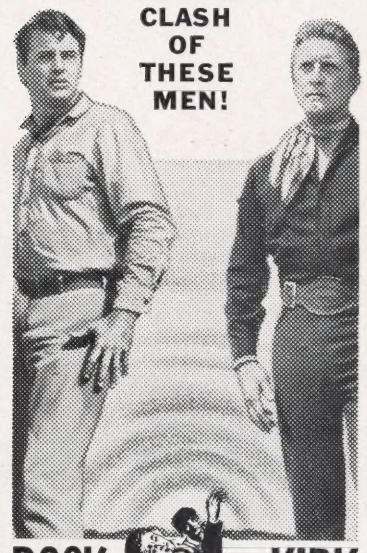
Also as 4 Col. x 10¼"—560 Lines—Ad Mat No. 401



MAT No. 103

Ad Mat No. 103
1 Col. x 5½"—75 Lines

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ROCK HUDSON KIRK DOUGLAS
"THE LAST SUNSET" Eastman COLOR
CO-STARRING DOROTHY MALONE
JOSEPH COTTEN · CAROL LYNLEY · NEVILLE BRAND

ROCK HUDSON KIRK DOUGLAS
"THE LAST SUNSET"
in Eastman COLOR
CO-STARRING
DOROTHY MALONE
JOSEPH COTTEN · CAROL LYNLEY
NEVILLE BRAND
A Brynaprod, S.A. Production
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ROCK HUDSON KIRK DOUGLAS
"THE LAST SUNSET"
in Eastman COLOR
CO-STARRING
DOROTHY MALONE · JOSEPH COTTEN · CAROL LYNLEY
NEVILLE BRAND · A Brynaprod, S. A. Production • A Universal-International Release

"THE LAST SUNSET"
in Eastman COLOR

EACH OF THEM KNEW THAT THE DAY OF PASSION WOULD BRING THE DAY OF VENGEANCE!

ROCK HUDSON · KIRK DOUGLAS

CO-STARRING DOROTHY MALONE
JOSEPH COTTEN · CAROL LYNLEY · NEVILLE BRAND
A Brynaprod., S.A. Production
A Universal-International Release

UTILITY MAT NO. 1

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Ad Mat No. 101
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THEATRE

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EXPLOITATION EXTRA!

TWO BIG RECORD SINGLES ON

"PRETTY LITTLE GIRL IN THE YELLOW DRESS"

SONG HIT featured in

"THE LAST SUNSET"

DECCA	COLUMBIA
features	features
CARL DOBKINS JR.	MIKE CLIFFORD

singing

"PRETTY LITTLE GIRL IN THE YELLOW DRESS"

Ask your DJ's to air these discs — Impress them with the names of the song's composers Dimitri Tiomkin and Ned Washington.

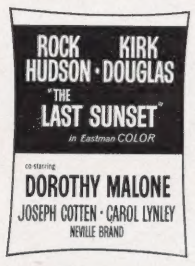
BANNER ACCESSORIES

ROCK HUDSON · KIRK DOUGLAS · DOROTHY MALONE
JOSEPH COTTEN · "THE LAST SUNSET" in Eastman COLOR · CAROL LYNLEY · NEVILLE BRAND

DELUXE FLUORESCENT SECTIONAL VALANCE

Made of glowing fluorescent satin with shimmering lettering and flowing fringes. Can be used in advance in inner lobby and under your marquee during your run. ORDER ANY LENGTH YOU NEED AT THE SPECIAL PRICE OF $1.50 PER RUNNING FOOT.

ROCK HUDSON KIRK DOUGLAS in "THE LAST SUNSET" in Eastman COLOR
CO-STARRING DOROTHY MALONE · JOSEPH COTTEN · CAROL LYNLEY · NEVILLE BRAND



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For the utmost dramatic excitement
NO ONE ADMITTED DURING LAST 10 MINUTES!

For your fullest dramatic interest
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